FSC-24-B	2/23/98
SUBJECT:	Selling and Execution Dates - Second Quarter Promotion

DISTRIBUTION:

X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	___ Sales Rep
X ROM		___ Retail Rep

Objective: Provide the Field with specific time periods for the selling and execution of second quarter workplan promotions (includes national pack, CTS pack, CTS carton and supermarket pack promotions).

Purpose: Improve VAP delivery/scheduling process. Ensure all workplan promotions are executed in timely manner

- Promotional timetables, communicated in the Second Quarter Workplan (FSC 9-B), were established to provide the Field with critical dates for direct accounts to order, pack and ship our workplan promotions.

- Refer to the attached schedules which have been developed to provide both the "selling" and the "execution" side with critical dates in order to meet delivery to retail. **It is very important that all selling details and quantities are finalized by the end of Week 10 prior to delivery to retail and communicated to ROU** (see Attachment A for KAM/AM and Attachment B for ROU).

  - Exceptions, which should be minimal at this phase of the promotion, are to be communicated to your Region Manager who will communicate with his/her Area Manager of Operations. Accounts should not be given flexibility to select promotions.

- A "last delivery date to direct accounts" is incorporated in these timetables for each monthly promotion. (Refer to attached charts for specific dates.) This timeframe allows a 6-week window to receive product at direct account/wholesale level.

  - Following this date, all remaining promotional product/materials/premiums at the region level will be rolled to a national level and will be dispersed to other geographies based on business needs.

- Benefits of this process include:

  - Ensures promotions are shipped to retail in a timely manner to coincide with other promotional support at retail.

  - Minimizes promotions "backing-up" at direct account/wholesale level.

  - Allows efficient/effective "clean-up" of each promotion on a monthly basis versus year-end.

Program Contacts: Your Area Manager of Operations
Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51843 7528

Source: https://www.industrydocuments.ucsf.edu/docs/gzvp0000